## WHAS

WHAS 520 W. Chestnut St. Louisville, KY 40202 Main: (502)582-7711 Billing:

Billing Address:

Main Street Media Group / POL Attention: Ryan Stanley PO Box 25093 Alexandria, VA 22313

Send Payment To:

WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

Property	WHAS		
Invoice #	1962593-1	Order #	1962593
Invoice Date	09/20/20	Alt Order #	WOC12431856
Invoice Month	September 2020	Deal #	
Invoice Period	08/31/20 - 09/14/20	Flight Dates	09/08/20 - 09/14/20
Advertiser	ISS/ Keep Kentucky	Great	
Product	Kentucky		
Estimate #	5192		
	Account Executive	Ben Stecker	
	Sales Office	TEGNA Sale	s Washington DC
	Sales Region	National	
	Agency Code	9914775	
	Advertiser Code	218	
	Billing Calendar	Broadcast	
	Billing Type	Cash	
	Special Handling		
	Agency Ref	10862AG	
	Advertiser Ref	187943	
	Product 1	473	
	Product 2		

Line Start	Date	End Date	Descriptio	n	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
1 09/08		09/14/20		Morning Ame		11111	:30	5	\$600.00	NM		
Week	S:	Start Date 09/08/20	End Date 09/14/20	<u>MTWTFSS</u> 11111	Spots/Week 5	<u>Rate</u> \$600.00						
Spots: #	Ch	Day Air	Date <u>Air</u>	Time Descript	ion	Start/End T	ime Leng	th Ad-ID			Rate	Туре
1	All	Tu 09	/08/20 7:2	24 AM »GOOD	MORNING AMERIC	CA 7-9a	:	30 KKG2OTV	3001H		\$600.00	NM
2	All	W 09	/09/20 8:3	37 AM »GOOD	MORNING AMERIC	CA 7-9a	:	30 KKG2OTV	3001H		\$600.00	NM
3	All	Th 09	/10/20 8:4	41 AM »GOOD	MORNING AMERIC	CA 7-9a	:	30 KKG2OTV	3001H		\$600.00	NM
4	All	F 09	/11/20 7:5	58 AM »GOOD	MORNING AMERIC	CA 7-9a	:	30 KKG2OTV	3002H		\$600.00	NM
5	All	M 09	/14/20 7:2	24 AM »GOOD	MORNING AMERIC	CA 7-9a		30 KKG2OTV	3001H		\$600.00	NM
2 09/08	3/20	09/11/20	»WHAS1	1 NEWS @ 4P	4-5p	- 1111	:30	4	\$275.00	NM		
Week	s:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u> - 1111	Spots/Week 4	<u>Rate</u> \$275.00						
Spots: #	Ch	Day Air	Date Air	Time Descript	ion	Start/End T	ime Leng	th Ad-ID			Rate	Туре
3	All	Tu 09	/08/20 4:4	40 PM »WHAS	11 NEWS @ 4P	4-5p	:	30 KKG2OTV	3001H		\$275.00	NM
1	All	W 09	/09/20 4:2	22 PM »WHAS	11 NEWS @ 4P	4-5p	:	30 KKG2OTV	3001H		\$275.00	NM
4	All	Th 09	/10/20 4:4	44 PM »WHAS	11 NEWS @ 4P	4-5p	:	30 KKG2OTV	3001H		\$275.00	NM
2	All	F 09	/11/20 3:5	58 PM »WHAS	11 NEWS @ 4P	4-5p		30 KKG2OTV	3002Н		\$275.00	NM
3 09/08	3/20	09/14/20	»WHAS1	1 NEWS @ 5p	5-530p	11-1	:30	3	\$600.00	NM		
Week	s:	Start Date 09/08/20	End Date 09/14/20	<u>MTWTFSS</u> 11-1	Spots/Week 3	<u>Rate</u> \$600.00						
Spots: #	Ch	<u>Day</u> Air	<u>Date</u> <u>Air</u>	Time Descript	ion	Start/End T	ime Leng	th Ad-ID			Rate	Туре
1	All	Tu 09	/08/20 5:1	11 PM »WHAS	11 NEWS @ 5p	5-530p		30 KKG2OTV	3001H		\$600.00	NM
2	All	Th 09	/10/20 5:2	20 PM »WHAS	11 NEWS @ 5p	5-530p	:	30 KKG2OTV	3001H		\$600.00	NM
	All	M 09	/14/20 5:2		11 NEWS @ 5p	5-530p		30 KKG2OTV			\$600.00	NM

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WHAS

WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

			_
Invoice #	1962593-1	Invoice Month	September 2020
Invoice Date	09/20/20	Invoice Period	08/31/20 - 09/14/20
Advertiser	ISS/ Keep Kentucky Gre	at	
Product	Kentucky		
Estimate #	5192		

							Spots/		-		
Line Start D	ate	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
3 09/08/2	20	09/14/20	»WHAS11 NEWS @ 5p	o 5-530p	11-1	:30	3	\$600.00	NM		
4 09/08/2	20	09/11/20	»WHAS11 NEWS @ 53 P	30 6-630p	- 11- 1	:30	3	\$725.00	NM		
Weeks:		Start Date 09/07/20	End Date  MTWTFSS    09/13/20  - 11-1	Spots/Week 3	Rate \$725.00						
Spots: #	<u>Ch</u>	<u>Day</u> Air	Date <u>Air Time</u> Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Ty	/pe
1	All	Tu 09/	08/20 6:13 PM »WHAS	S11 NEWS @ 530P	6-630p	:3	O KKG2OTV3	3001H		\$725.00 N	NM
2	All	W 09/	09/20 6:07 PM »WHAS	S11 NEWS @ 530P	6-630p	:3	O KKG2OTV3	3001H		\$725.00 N	NM
3	All	F 09/	(11/20 6:27 PM »WHAS	S11 NEWS @ 530P	6-630p	:3	0 KKG2OTV3	3002H		\$725.00 N	NM
5 09/08/2	20	09/14/20	»WHAS11 NEWS @ 6 amp; 630p Su-F	& 6-630p	1-111	:30	4	\$800.00	NM		
Weeks:		Start Date 09/08/20	End Date  MTWTFSS    09/14/20  1-111	Spots/Week 4	<u>Rate</u> \$800.00						
Spots: #	<u>Ch</u>	<u>Day</u> Air			Start/End Time		h Ad-ID			<u>Rate</u> Ty	/pe
1	All	W 09/	09/20 6:27 PM »WHAS	611 NEWS @ 6 &am	p; 63(6-630p		O KKG2OTV3			\$800.00 N	NM
2	All	Th 09/	10/20 6:13 PM »WHAS	611 NEWS @ 6 &am	p; 63(6-630p		O KKG2OTV3			\$800.00 N	NM
4	All	F 09/	11/20 6:07 PM »WHAS	S11 NEWS @ 6 &am	p; 63(6-630p	:3	O KKG2OTV3	3002H		\$800.00 N	NM
3	All	M 09/	14/20 6:12 PM »WHAS	611 NEWS @ 6 &am	p; 63(6-630p	:3	O KKG2OTV3	3001H		\$800.00 N	NM
6 09/08/2	20	09/10/20	»ABC World NEws	630-7p	- 1- 1	:30	2	\$1,450.00	NM		
Weeks:		Start Date 09/07/20	End Date  MTWTFSS    09/13/20  - 1 - 1	Spots/Week 2	<u>Rate</u> \$1,450.00						
Spots: #	<u>Ch</u>	<u>Day</u> Air	Date <u>Air Time</u> Descrip	otion	Start/End Time	Lengt	h Ad-ID			<u>Rate</u> Ty	/pe
1	All	Tu 09/	08/20 6:29 PM »ABC \	Norld NEws	630-7p	:3	O KKG2OTV3	3001H		\$1,450.00 N	NM
2	All	Th 09/	10/20 6:29 PM »ABC \	Norld NEws	630-7p	:3	0 KKG2OTV3	3001H		\$1,450.00 N	١M
7 09/08/2	20	09/14/20	»ENTERTAINMENT TO NIGHT	D 7-730p	1-1-1	:30	3	\$800.00	NM		
Weeks:		Start Date 09/08/20	End Date  MTWTFSS    09/14/20  1 - 1 - 1	Spots/Week 3	Rate \$800.00						
Spots: #	<u>Ch</u>	<u>Day</u> Air			Start/End Time		h Ad-ID			<u>Rate</u> Ty	/pe
1	All			RTAINMENT TONIG			O KKG2OTV3			+	NM
2	All			RTAINMENT TONIG			O KKG2OTV3				NM
3	All	M 09/	14/20 7:28 PM »ENTE	RTAINMENT TONIG	HT 7-730p	:3	O KKG2OTVS	3001H		\$800.00 N	NM
8 09/08/2	20	09/14/20	»INSIDE EDITION	730-8p	11-1	:30	3	\$800.00	NM		
Weeks:		Start Date 09/08/20	End Date  MTWTFSS    09/14/20  11-1	Spots/Week 3	<u>Rate</u> \$800.00						
Spots: #	Ch	<u>Day</u> Air	Date <u>Air Time</u> Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Ty	/pe
1	All	Tu 09/	08/20 7:44 PM »INSID	E EDITION	730-8p	:3	O KKG2OTVS	3001H		\$800.00 N	١M
2	All	Th 09/	10/20 7:51 PM »INSID	E EDITION	730-8p	:3	O KKG2OTVS	3001H		\$800.00 N	١M
3	All	M 09/	14/20 7:50 PM »INSID	E EDITION	730-8p	:3	O KKG2OTV3	3001H		\$800.00 N	١M
9 09/08/2	20	09/14/20	<b>»THE HUSTLER</b>	10-11p	1	:30	1	\$1,075.00	NM		

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WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

	ICEA	TE		Page 3 of 5
	Invoice #	1962593-1	Invoice Month	September 2020
	Invoice Date	09/20/20	Invoice Period	08/31/20 - 09/14/20
7386	Advertiser	ISS/ Keep Kentucky Gre	at	
	Product	Kentucky		
	Estimate #	5192		

							Spots/				
Line Start Date	End Date	Descriptior	ו	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate						
Weeks.	09/08/20	09/14/20	1	1	\$1,075.00						
Spots: # Ch	Day Air D		Time Descript		Start/End Time	<u> </u>	h Ad-ID			Rate	
1 All	M 09/1	4/20 10:2	1 PM »THE H	USTLER	10-11p	:3	O KKG2OTVS	3001H		\$1,075.00	NM
10 09/08/20	09/14/20	M-F/SU	NEWS AT 11	-	11111	:30	5	\$600.00	NM		
Weeks:		End Date 09/14/20	<u>MTWTFSS</u> 11111	Spots/Week 5	<u>Rate</u> \$600.00						
Spots: # Ch	Day Air D	Date Air T	Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate	Туре
1 All	Tu 09/0	08/20 11:22	2 PM »WHAS	11 NEWS AT 11 M	-F/SU 11-1135p	:3	O KKG2OTVS	3001H		\$600.00	NM
2 All	W 09/0	)9/20 11:30	OPM »WHAS	11 NEWS AT 11 M	-F/SU 11-1135p	:3	O KKG2OTVS	3001H		\$600.00	NM
3 All	Th 09/1			11 NEWS AT 11 M			O KKG2OTVS			\$600.00	NM
4 All				11 NEWS AT 11 M			O KKG2OTVS			\$600.00	
5 All	M 09/1	4/20 11:2	7 PM »WHAS	11 NEWS AT 11 M	-F/SU 11-1135p	:3	O KKG2OTVS	3001H		\$600.00	NM
12 09/08/20	09/09/20	»PRESS Y	OUR LUCK	8-9p	1	:30	1	\$1,075.00	NM		
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$1,075.00						
Spots: # Ch	Day Air D	Date Air T	Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate	Туре
1 All	W 09/0	9/20 8:40	6 PM »PRESS	S YOUR LUCK	8-9p	:3	O KKG2OTVS	3001H		\$1,075.00	NM
14 09/08/20	09/10/20	»HOLEY N	IOLEY	8-9p	1	:30	1	\$725.00	NM		
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u>	Spots/Week 1	Rate \$725.00						
Spots: <u>#</u> Ch	Day Air D		Time Descript		Start/End Time	Lengt	h Ad-ID			Rate	Туре
1 All	Th 09/1	0/20 8:44	4 PM »HOLEY	/ MOLEY	8-9p	:3	O KKG2OTVS	3001H		\$725.00	NM
15 09/08/20	09/10/20	»FAMILY F	FOOD FIGHT	9-10p	1	:30	1	\$725.00	NM		
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u> 1	Spots/Week 1	Rate \$725.00						
Spots: <u>#</u> Ch			Time Descript		Start/End Time		h Ad-ID				Туре
1 All	Th 09/1	0/20 9:42	2 PM »FAMIL`	Y FOOD FIGHT	9-10p	:3	O KKG2OTVS	3001H		\$725.00	NM
16 09/08/20	09/11/20	»WOMEN EMENT	OF THE MOV	′8-9p	1	:30	1	\$950.00	NM		
Weeks:		End Date 09/13/20	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$950.00						
Spots: <u>#</u> Ch	Day Air D		Time Descript		Start/End Time		h Ad-ID			Rate	
1 All	F 09/1	1/20 7:59	9 PM »WOME	N OF THE MOVE	MENT 8-9p	:3	O KKG2OTVS	3002H		\$950.00	NM
18 09/08/20	09/12/20	»WAKE UI 9-10A	P WEEKEND	9-930a	1-	:30	1	\$200.00	NM		
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$200.00						
Spots: <u>#</u> Ch	<u>Day</u> <u>Air [</u>	Date <u>Air</u> ]	Time Descript	ion	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate	Туре

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	ICEA	TE		Page 4 of 5
	Invoice #	1962593-1	Invoice Month	September 2020
	Invoice Date	09/20/20	Invoice Period	08/31/20 - 09/14/20
7386	Advertiser	ISS/ Keep Kentucky Gre	at	
	Product	Kentucky		
	Estimate #	5192		

		Spots/		-	
Start Date End Date Description Start/		Length Week	Rate	Туре	
09/08/20 09/12/20 »WAKE UP WEEKEND 9-930 9-10A		:30 1	• • • • • •	NM	
ots: <u># Ch Day Air Date Air Time Description</u>	Start/End Time				Rate Type
1 All Sa 09/12/20 9:44 AM »WAKE UP WE	EKEND 9-10A 9-930a	:30 KKG201	ГV3002Н		\$200.00 NM
09/08/20 09/12/20 »ABC COLLEGE FOOTB 12-33 ALL 12P		:30 1	\$850.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spc</u> 09/07/20 09/13/201-	<u>bts/Week</u> <u>Rate</u> 1 \$850.00				
ots: <u># Ch Day Air Date Air Time Description</u>	Start/End Time				<u>Rate</u> Type
2 All F 09/11/20 8:45 PM Fri Prime A MG for 19.1 09/12	8-9p	:30 KKG201	ГV3002Н		\$850.00 NM
1 All Sa 09/12/20 »ABC COLLEG See MG 19.2 NO Game 1	E FOOTBALL 12ł 12-330p	:00			<del>\$850.00</del> NM
09/08/20 09/12/20 »ABC COLLEGE FOOTB 330-7 ALL 330P	•	:30 1	\$1,450.00	NM	
Weeks:  Start Date  End Date  MTWTFSS  Spot    09/07/20  09/13/20 1-  Spot	<u>bts/Week</u> <u>Rate</u> 1 \$1,450.00				
ots: <u># Ch Day Air Date Air Time Description</u>	Start/End Time				Rate Type
1 All Sa 09/12/20 2:58 PM »ABC COLLEG	E FOOTBALL 33(330-7p	:30 KKG201	ГV3002Н		\$1,450.00 NM
09/08/20 09/12/20 »ABC PRIME COLLEGE 8-113 FOOTBALL		:30 1	\$1,200.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spc</u>	<u>its/Week Rate</u> 1 \$1,200.00				
ots: <u># Ch Day Air Date Air Time Description</u>	Start/End Time	Ength Ad-ID			Rate Type
1 All Sa 09/12/20 7:39 PM »ABC PRIME C	OLLEGE FOOTB 8-1130p	:30 KKG201	ГV3002Н		\$1,200.00 NM
2 09/08/20 09/12/20 »WHAS11 NEWS AT 11 11:00 SAT		:30 1	\$350.00	NM	
Weeks:  Start Date 09/07/20  End Date 09/13/20  MTWTFSS 1-  Spc	<u>hts/Week</u> <u>Rate</u> 1 \$350.00				
ots: <u># Ch Day Air Date Air Time Description</u>	Start/End Time				Rate Type
1 All Sa 09/12/20 11:33 PM »WHAS11 NEW	/S AT 11 SAT 11:00 PM-11:3	30 PN :30 KKG201	ГV3002Н		\$350.00 NM
09/08/20 09/13/20 »GOOD MORNING AME 8:00 A RICA		:30 1	\$275.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spc</u>					
ots: <u># Ch Day Air Date Air Lime Description</u>	Start/End Time				Rate Type
1 All Su 09/13/20 8:26 AM »GOOD MORN	ING AMERICA 8:00 AM-9:00 A	AM :30 KKG201	ГV3002Н		\$275.00 NM
09/08/20 09/13/20 »THIS WEEK 9-10a	1	:30 1	\$475.00	NM	
Weeks: Start Date End Date MTWTFSS Sport	<u>hts/Week</u> <u>Rate</u> 1 \$475.00				
ots: <u># Ch Day Air Date Air Time Description</u>	Start/End Time				Rate Type
1 All Su 09/13/20 9:30 AM »THIS WEEK	9-10a	:30 KKG201	ГV3001Н		\$475.00 NM

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DUPINVO	ICEA	TE		Page 5 or 5
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	Estimate #	5192		

							Spots/			
Line Start Date	End Date	Descripti	on	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
25 09/08/20	09/13/20	ATTLE	Phoenix @ Se		1	:30	1	\$475.00	NM	
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u>	Spots/Week 1	Rate \$475.00					
Spots: <u>#</u> Ch	Day Air	r Date Air	r Time Descripti	ion	Start/End Time	Lengt	th Ad-ID			Rate Typ
1 All	Su 09 See MG		»WNBA	PHOENIX @ SEAT	TLE Various	:0	00			<del>\$475.00</del> NN
2 All	Su 09 MG for 2	/13/20 5: 25.1 09/13	11 PM WNBA		Various	:3	0 KKG20TV	3002H		\$475.00 NM
26 09/08/20	09/13/20	»FUNNIE EOS	EST HOME VID	7-8p	1	:30	1	\$1,450.00	NM	
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$1,450.00					
Spots: <u>#</u> Ch	Day Air		r Time Descript		Start/End Time		th Ad-ID			<u>Rate</u> Typ
1 All	Su 09	/13/20 6:	57 PM »FUNNI	EST HOME VIDEO	S 7-8p	:3	0 KKG2OTV	3001H		\$1,450.00 NN
29 09/08/20	09/13/20	»WHAS1 M-F/SU		11:00 PM-11:30 P	M1	:30	1	\$600.00	NM	
Weeks:	Start Date 09/07/20		<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: <u>#</u> Ch	<u>Day</u> Air	<u>r Date</u> <u>Air</u>	r Time Descript	ion	Start/End Time	Lengt	th Ad-ID			Rate Typ
1 All	Su 09	/13/20 11:	22 PM »WHAS	11 NEWS AT 11 M-	F/SU 11:00 PM-11:30	0 PN :3	0 KKG2OTV	3002H		\$600.00 NN
30 09/08/20	09/10/20	Access D	Daily 10-11a	10-11a	1	:30	1	\$100.00	NM	
Weeks:	Start Date 09/07/20		<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: <u>#</u> Ch			r Time Descript		Start/End Time		th Ad-ID			<u>Rate</u> Typ
1 All	Th 09	/10/20 10:	32 AM Access [	Daily 10-11a	10-11a	:3	0 KKG2OTV	3001H		\$100.00 NN
31 09/08/20	09/11/20	»WHAS1 ON	1 NEWS AT NO	) 12-1p	- 1 1	:30	2	\$200.00	NM	
Weeks:	Start Date 09/07/20	End Date 09/13/20	<u>MTWTFSS</u> - 1 1	Spots/Week 2	Rate \$200.00					
Spots: <u>#</u> Ch			Time Descript		Start/End Time		th Ad-ID			Rate Typ
1 All				11 NEWS AT NOON			0 KKG2OTV			\$200.00 NM
2 All	F 09	/11/20 12:	46 PM »WHAS	11 NEWS AT NOON	N 12-1p	:3	0 KKG2OTV	3002H		\$200.00 NN
					Total Spots	:	50			

## Include Invoice # on Check - Payment Terms 30 Days

\$34,350.00	Gross Total
\$5,152.50	Agency Commission
\$29,197.50	Net Amount Due

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at http://bit.ly/2eytbCA, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at https://premion.com/advertising-terms-and-conditions/.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.